DOCUMENT RESUME

ED 437 371 SP 038 957

TITLE	Setting the Record Straight. The Truth About Fad Diets.
INSTITUTION	Wheat Foods Council, Parker, CO.
PUB DATE	1999-01-00
NOTE	13p.; Wall poster not available from ERIC.
AVAILABLE FROM	Wheat Foods Council, 10841 South Crossroads Drive, Suite 105, Parker, CO 80134. Tel: 303-840-8787; Fax: 303-840-6877; E-mail: wfc@wheatfoods.org; Web site: <www.wheatfoods.org>.
PUB TYPE	Guides - Non-Classroom (055)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Adult Education; Comprehensive School Health Education; *Dietetics; *Eating Habits; Elementary Secondary Education; Higher Education; *Nutrition Instruction
IDENTIFIERS	*Fads

ABSTRACT

The Setting the Record Straight information packet presents facts to set the record straight about nutrition and debunk fad diets. The kit features materials designed to communicate the importance of balanced eating. Materials include: a time line of fad diets; four reproducible fad diet book review handouts that show the misleading claims rampant in the fad diet industry and discuss the facts behind the myths; a chart of fad diet comparisons to the Food Guide Pyramid; a fad diet guest column for local newspapers or newsletters; PowerPoint presentation handouts (an outline and script designed to help combat fad diet claims and nutrition confusion); a lighthearted fad diets poster to debunk fad diet claims; an 8-minute video to use at the beginning of a seminar or class to spark dialogue on evaluating popular diets and identifying red flags; and a business reply card for people who use the kit. (SM)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 437 371

FOOD

Diet rebels say protein and fat are okay

Fad diets are fascinating, even when they fail

Diet wars rage over proteins, carbohydrates

How four trendy diets weigh in

One big easy diet

Sugar Shock

Dieters try juice, weiners, bananas

The newest diet craze says sugar, not fat, is the culprit in weight gain

the debate continues over what makes us fat

Protein or carbohydrates?

Zoning in on Dieting Choices

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

Judi Adams

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

1

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

Setting the Record Straight

SP038957

THE TRUTH ABOUT FAD DIETS

Wheat Foods COUNCIL

BEST COPY AVAILABLE

Americans are more confused than ever on what it means to eat and live well.

The American Dietetic Association's 1997 Nutrition Trends Survey revealed 23 percent of Americans are confused and frustrated about conflicting nutrition studies and reports.

It's time to set the nutrition record straight.

The Wheat Foods Council invites you to join the "Setting the Record Straight" coalition to help debunk fad diets and to promote the health benefits of the Food Guide Pyramid and U.S. Dietary Guidelines. You can join by visiting our web site at http://www.wheatfoods.org. Coalition membership is free and benefits include unlimited access to the "Setting the Record Straight" web area, which includes a wealth of nutrition information and teaching tools. In addition, this "Setting the Record Straight" tool kit features materials you can use to communicate the importance of balanced eating. Topics include:

Fad diet time line Post this time line of fad diet "twists and turns" on bulletin boards or hand out to clients and students.

Fad diet book reviews These four, reproducible handouts show the misleading claims rampant in the fad diet industry and discuss the facts behind the myths.

Fad diet comparisons How do fad diets stack up against the Food Guide Pyramid? This chart is a useful reference to hang on your bulletin board all year long.

Fad diet guest column Simply add your byline and run this column in your local publication or newsletter to help readers cut through fad diet clutter.

PowerPoint presentation handouts A perfect tool for presentations, lectures or your reference, this outline and script are designed to help you combat fad diet claims and nutrition confusion. A comprehensive, downloadable PowerPoint presentation is available on the Wheat Foods Council web page at http://www.wheatfoods.org in the "Setting the Record Straight" coalition area.

"Fad Diets: A Three Ring Circus" poster Hang this lighthearted poster wherever your students and clients congregate for a fun approach to debunking fad diet claims.

"Setting the Record Straight" coalition video This eight-minute video is an informative teaching tool to use at the beginning of a seminar or class to spark dialogue on evaluating popular diets and identifying red flags.

Business reply card We want to know about you! We're interested in the diet books you recommend and *don't* recommend so we can tailor the coalition Web site to fit your needs.

We invite you to use and distribute these materials to help "Set the Record Straight."

BEST COPY AVAILABLE

Judi Adams

Judi Adams, M.S., R.D.
President, Wheat Foods Council

1960

Robert Cameron introduces the Drinking Man's Diet, which claims people can lose weight by eating steak and drinking red wine. Cameron subsequently undergoes coronary bypass surgery.

1967

Dr. Irwin Stillman publishes the *Quick Weight Loss Diet*, describing how he overcame middle-age obesity and a heart attack by cutting carbohydrates and consuming large quantities of water.

1979

The restrictive Pritikin Program recommends a high-fiber diet with less than 10 percent of calories from fat, no added salt or sugar and regular aerobic exercise.

1980

Diarrhea is a common side effect of the six-week *Beverly Hills Diet*, which starts dieters off with 10 days of nothing but fruit and water.

1996

Protein Power, by Michael and Mary Eades, claims the amount of carbohydrates required by humans for health is zero.

Barry Sears' follow-up to *Enter the Zone*, titled *Mastering the Zone*, spends 18 weeks on Publishers Weekly Bestseller list.

1997

Dr. Bob Arnot's Revolutionary Weight Control Program hits the stands, calling refined carbohydrates the dietary equivalent of "crack" because "you need them all day in order to feel good."

Twists and Turns of Fad Diets

1972

Dr. Atkins' Diet Revolution, a high-protein, low-carbohydrate diet, promotes ketosis, in which a semi-starving body burns fat for fuel. Atkins is called to testify before the Senate Select Committee on Nutrition and Human Needs in 1973 because of charges against the diet from the American Medical Association.

1973

At age 25, Richard Simmons begins his career as fitness guru, video master and author by opening a Beverly Hills restaurant and exercise studio.

1978

The Complete Scarsdale Medical Diet, by Dr. Herman Tarnower, is the latest of the popular high-protein, low-carbohydrate diets.

SOURCES:
"Never Satisfied," by Hillel Schwartz (Free Press, 1986);
"The Diet of the Century," *Ladies Home Journal*, April 1998

1988

The liquid diet Optifast, made famous by Oprah Winfrey's 67-pound weight loss, becomes infamous when Winfrey gains all the weight back *and then some*.

1991

Robert Pritikin, following in his father Nathan's footsteps, publishes *The Pritikin Weight Loss Breakthrough* as part of the new Pritikin Program.

1995

High-protein diets make a comeback.
In *Enter the Zone*, Barry Sears recommends eating lots of protein, fruits and vegetables, while greatly reducing carbohydrates, such as pastas, breads, rice and potatoes. The book sells approximately 400,000 copies.

1996

Fen-Phen (fenfluramine and phentermine) is the diet pill of choice with an estimated 6 million Americans taking the appetite suppressant.
Fen-Phen is pulled from the shelves in September 1997 because 25 percent to 30 percent of the people who took fenfluramine experienced some heart valve damage.

SugarBusters!, by H. Leighton Steward, Morrison C. Berthea, Sam S. Andrews and Luis A. Balart, claims all sugar is toxic and that potatoes, corn, white rice, white bread, sodas and beer must be completely eliminated from the diet. *SugarBusters!* spends 25 weeks on the *New York Times* bestseller list.

Dr. Atkins New Diet Revolution is a slightly modified version of his 1972 book, referring to insulin as the "fat-producing hormone." Atkins' recipes call for heavy cream, butter and cheese and recommend bacon and eggs for breakfast everyday.

The newest craze, *Eat for Your Type*, by Dr. Peter D'Adamo, argues that blood type is an evolutionary marker of which foods each person will process well and which will be useless calories.

BEST COPY AVAILABLE

BOOK REVIEW

Enter the Zone

Book written by Barry Sears, Ph.D.

Barry Sears, Ph.D., is a biochemist who has authored follow-up, Zone-based diet books, including *Mastering the Zone* and *The Anti-Aging Zone*.

According to Sears, the "zone" is a metabolic state where the mind is relaxed and focused, and the body is fluid and strong. To attain the "zone," Sears uses rigid quantities of food, apportioned in blocks and at prescribed times. The book recommends 40 percent of calories come from carbohydrates, 30 percent of calories come from protein and 30 percent of calories come from fat. The author believes that insulin causes weight gain, so people must attain the appropriate insulin "zone."

THE GOOD

Sears recommends drinking water, exercising and snacking throughout the day. He acknowledges that fat is necessary in the diet.

THE BAD

Sears claims you can "lose weight permanently" with "exceptionally easy" rules.

In truth, complicated rules govern every aspect of eating in Sears' book. Readers must calculate protein requirements based upon several tables and complex charts. They then must follow his "macronutrient block method" for determining when and how many "blocks" to eat each day. Sears further complicates the "rules" by adding another: "Never go more than five hours without eating a Zone-favorable snack." Maintaining these and other rules permanently is unlikely even for the most dedicated follower.

Sears takes the pleasure out of eating by regarding food as a medical prescription. "You must treat food as if it were a drug. You must eat food in a controlled fashion in the proper proportions – as if it were an intravenous drip." This method means EXACTLY 40 percent of calories from carbohydrates, 30 percent from fat and 30 percent from protein at every meal and snack.

In the high-paced lifestyle of the '90s, the last thing Americans need to follow is a strict, controlled regimen, especially when eating can and *should be* a pleasurable experience.

Sears claims that the average person has the stored body fat of about 1,700 pancakes and can access this body fat if following *The Zone* diet.

The reality is that fat is lost if more calories are expended than taken in. People are not more likely to lose fat if they eat a certain ratio of carbohydrates, fat and protein.

THE UGLY

Sears claims the Zone can "reset your genetic code ... because genetically, mankind has not evolved to a stage at which we can consume excessive amounts of grains and breads without adverse biochemical consequences."

Your genetic code is impossible to reset – your genes are your genes. Furthermore, no scientific studies exist to suggest that eating grains and breads produces "biochemical consequences."

Sears advises readers to not focus on calories, but he says, "keep the total calories at any one meal to 500 or less – 100 or less for snacks." The "Life Extension" chapter says that for the average person, a Zone-favorable diet contains no more than 800 to 1,200 calories a day.

According to the book, a moderately active, 5-foot, 4-inch woman who weighs a healthy 125 pounds and has 23 percent body fat should eat just 775 calories a day. In fact, any diet that recommends consuming such low-calorie intakes will likely cause a person to lose weight, provided that the individual can adhere to such strict guidelines. Some menus on Sears' diet call for fewer than 800 calories per day, which may be dangerous and should be medically supervised.

Although Sears refers throughout *Enter the Zone* to studies he has conducted to prove his diet works, not a single study is published.

Even Sears' own bibliography, which readers can order by calling the 800 number at the back of the book, doesn't list them.

Sears claims the insulin released as a result of eating carbohydrates causes the body to make "bad" eicosanoids, a substance involved in a wide range of conditions, including heart disease, cancer, arthritis, lupus, multiple sclerosis, eczema, alcoholic cravings, dull hair, dry skin and brittle nails.

This explanation is an oversimplification of a complex process. Eicosanoids (Eye-KAH-sah-noids) are just one part of a complex system. There are no studies to suggest eicosanoids are dangerous or cause any diseases.

Sears labels certain carbohydrates as "unfavorable" – among them pasta, bananas, breakfast cereals, potatoes, breads, sandwiches and carrots. According to Sears, "unfavorable" carbohydrates raise insulin levels, allegedly taking you out of the "zone" and into a "carbohydrate hell" that promotes obesity and other health problems.

Regardless of their source, excess calories can cause weight gain. There is no scientific evidence to suggest that carbohydrates stimulate appetite and lead to more fat storage and weight gain. Contrary to this "carbohydrate hell" belief, the health benefits of complex carbohydrates are well-documented and supported by the health community. Grain foods include numerous vitamins and minerals and are typically low fat.

BOOK REVIEW

Protein Power

Book written by Michael R. and Mary Dan Eades

Michael R. Eades, M.D., and Mary Dan Eades, M.D., are a husband and wife medical team.

The book's premise is that food should be used to condition your body, and that fat is a high-octane energy source.

THE GOOD

The Eades recommend exercising and drinking lots of water.

THE BAD

The Eades note the earliest diet book to sweep the nation was titled *Bantry's Letter on Corpulence*, printed in the early 1800s. According to the authors, " ... the restricted-carbohydrate diet worked like a charm for Bantry, and, if sales were any indication, many others."

Diet book sales do not necessarily indicate success at weight management. Americans spend $33 billion a year on weight-reduction programs and products, but most don't work long-term. According to the *USDA Continuing Survey of Food Intakes of Individuals*, the number of overweight Americans increased from 41 percent (Body Mass Index 25+) in 1977-78 to 53 percent in 1994-95.

The Eades claim the success of restricted-carbohydrate diets is demonstrated by the sales and popularity of books including the *Quick Weight Loss Diet* (1967), *Dr. Atkins' Diet Revolution* (1972) and *The Complete Scarsdale Medical Diet* (1979). These books in hardcover and paperback have sold more than 20 million copies. "Why are they so popular? Because they work."

No scientific, peer-reviewed journal has published any article verifying the success of any of these diets – including *Protein Power*. At any one time in the United States, one-third of adult women and one-fourth of adult men are on a diet of some kind. If book sales translated into success, the American population would be lean and healthy.

The Eades mislead readers by claiming, "you would be surprised to learn that we've treated many people who have gained weight on a low-fat diet."

Low fat does not necessarily mean fewer calories. If dieters increase their total calories by eating all the carbohydrates and protein they want, their weight gain should be no surprise.

THE UGLY

The Eades claim, "All we can tell you is that in the almost 10 years we have been treating patients with this program, we have never had a negative outcome."

In reality, no case studies of their patients with immediate results or two- to five-year follow-ups have been published in a scientific journal (or in their own book).

The Eades purport that, "The actual amount of carbohydrate required by humans for health is zero."

In truth, the health benefits of complex carbohydrates are well-documented and supported by the health community. Grain foods such as bread, bagels, tortillas, cereals and pastas are typically low in fat and include essential vitamins and minerals. Because glucose is the only form of energy the brain can use, carbohydrates are of prime importance to all of us.

The authors define eicosanoids as: " ... a gang of at least 100 powerful hormone-like substances that control virtually all physiological action in your body."

According to Ellen Coleman, M.A., R.D., M.P.H., "The belief that eicosanoids control all physiological functions (including athletic performance, health and disease) is not only unfounded, it is an appalling over-simplification of complex physiological processes." – *Int. J. Sports Nutr.* 6:69-71, 1996.

BOOK REVIEW

Dr. Bob Arnot's Revolutionary Weight Control Program

Book written by Robert Arnot, M.D.

Robert Arnot, M.D., is the chief medical correspondent for *NBC News* and appears regularly on *CBS Evening News* and *Dateline*. He also writes a monthly column for *Self* magazine.

The book's premise is that foods are drugs: Eating certain foods will make you feel terrible and gain weight, while other foods will guarantee weight loss. Arnot promotes consuming "hard foods" – ones with high soluble fiber – and a "feedforward eating" plan or eating the way you want to perform for the next six to eight hours.

THE GOOD

Dr. Arnot promotes eating fiber as a healthful weight-loss tool.

THE BAD

Arnot says, "I'm not a weight-loss specialist but I play one on TV."

If he's not a weight-loss specialist, then Arnot should not have written a diet book.

Arnot claims one of the greatest weight-loss benefits of protein is that it is "brain energizing."

In reality, glucose is the only form of energy the brain can use; the primary source for glucose in the diet is carbohydrate, not protein.

Arnot claims that "foods with a high-glucose index, from instant mashed potatoes and white breads, Twinkies and muffins, to bagels, are digested very quickly, giving rise to high blood sugars and placing a heavy 'load' on your body. Since these high-glucose foods are basically glucose bombs, the more of these foods in your diet, the higher your 'glucose load'."

Carbohydrates are rarely eaten individually – they are usually eaten in combination with protein, fat and other low glycemic index foods which moderate any spikes in blood sugar. Additionally, basing a person's diet purely on a food's glycemic index further adds to confusion. Potatoes, white bread, bagels, pasta and muffins all provide essential vitamins and minerals and are typically low in fat. Avoiding these nutritious foods because of their glycemic index means a person may miss out on valuable nutrients.

THE UGLY

Arnot claims, "The ideas in this book aren't just theoretical science. They've worked for hundreds of people who've had an early look at perfect weight control."

Scientifically validated studies are the cornerstones for basic nutrition principles, not anecdotes from friends and relatives. Arnot's "validation" for his book comes from " ... my editor at Little, Brown, my producers at work, scientific colleagues, 100,000 readers of *Turning Back the Clock*, to my wife, children and friends."

Arnot predicts that "10 years from now you will be able to manipulate your appetite and weight easily with genetically engineered drugs based on newly discovered hormones ..."

With Fen-Phen diet drugs being yanked from market shelves in September 1997 because of potential deadly side effects and the past failure from the 1960s amphetamine diet pills, there is evidence that weight-loss drugs probably will never be the magic bullet and do not eliminate the need for a healthy lifestyle and diet.

"Refined carbohydrates such as those in white flour breads, bagels, muffins and snack foods ... can cause such rapid gains in weight. These foods are the dietary equivalent of 'crack,' since you'd have to hammer yourself all day long with them to keep feeling good," claims Arnot.

Comparing food that provides nutrition and energy to a harmful drug with no redeeming value is irresponsible. There is *no* scientific evidence that carbohydrates stimulate appetite and lead to more fat storage and weight gain. Weight gain occurs when caloric intake is greater than output, regardless of food type.

Arnot claims a diet high in protein and low in carbohydrates will decrease your hunger and, therefore, lead to weight loss.

This claim runs counter to healthful eating guidelines recommended by the Food Guide Pyramid. Food intake study reports such as the U.S. Department of Agriculture's (USDA) Healthy Eating Index show Americans already eat plenty of protein and fat, but fall short of meeting dietary goals for grain, fruits and vegetables. Additional studies also agree with the USDA findings: Most Americans do not get *enough* complex carbohydrates from grain foods such as breads, cereals, pastas, barley and rice.

BOOK REVIEW

Sugar Busters!

Book written by H. Leighton Steward, Morrison C. Berthea, Sam S. Andrews and Luis A. Balart

H. Leighton Steward holds a geology degree and is the CEO of an energy company; Morrison C. Berthea, M.D., is a cardiologist; Sam S. Andrews, M.D., is an endocrinologist; and Luis A. Balart, M.D., is a gastroenterologist.

The basic premise of *Sugar Busters!* is that eating sugar causes the body to release insulin, a hormone that promotes fat storage, and that obesity results from this insulin overload. *Sugar Busters!* advises against carbohydrates – especially refined and processed ones. According to the authors, decreasing sugar intake can help you trim body fat and lose weight, regardless of whatever else you eat.

THE GOOD

There is not any sound nutrition advice in this book.

THE BAD

The authors state, "We would like to write a thick, fine-print book about all this good news, but a book that covers the weight loss implications of this way of eating has already been written by Michel Montignac of France, and William Dufty has described the evil effects of sugar itself in his *Sugar Blues*."

A book that bases its diet premises around obscure books published in 1976 and 1991 by unknown authors without health backgrounds should raise suspicions about claims and recommendations in *Sugar Busters!*. What's more, the book lists only 20 references throughout, many of them unknown textbooks and journals.

According to the authors, "You must virtually eliminate potatoes, corn, white rice, bread from refined flour, beets, carrots and, of course, refined sugar, corn syrup, molasses, honey, sugared colas and beer. Beyond that, you should eat fruit by itself. The list of foods allowed on the diet is extensive and will delight you by its length and variety."

An enduring motto of the American Dietetic Association reminds consumers that "all foods can fit." In fact, the authors' suggestions to limit specific grain foods, fruits and vegetables run counter to the Food Guide Pyramid recommendations. Food intake study reports such as the U.S. Department of Agriculture's (USDA) Healthy Eating Index show Americans already eat plenty of protein and fat, but fall short of meeting dietary goals for grains, fruits and vegetables. The authors' advice ignores the nutrition value and vitamins and minerals that grains, fruits and vegetables contribute to the diet.

THE UGLY

The authors claim, "Let's get to the point. **SUGAR IS TOXIC!** Sugar? Some sugar? Most sugar? All sugar? Toxic? Well, we will say that refined sugar in any significant quantity is toxic to many human bodies, and it certainly helps to make many bodies fat."

A joint report released April 5, 1998, by the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) confirmed the importance of carbohydrates in the diet, noting that a high-carbohydrate intake can reduce the risk of obesity and protect against nutrition-related diseases. Another key finding of the report showed no evidence exists that sugars and starches promote obesity. Excess food consumption *in any form*, on the other hand, will promote body-fat accumulation if intake is not matched by energy expenditure. The authors themselves admit they don't exercise.

The authors recommend that, "In general, fluids should be drunk in small quantities during meals. 'Washing' food down frequently causes the bypass of proper chewing which is necessary to break food into smaller, more appropriate particles for better digestion. Excess fluid with meals also dilutes the digestive juices ... which may result in partially digested food."

No scientific evidence exists to support the claim that consuming fluids during a meal negatively affects digestion. What's more, health professionals stress the importance of consuming fluids for maintaining and regulating fluid balance, preventing headaches and fatigue associated with dehydration and helping with weight loss. A sedentary individual needs at least eight glasses of fluid each day, and an active individual needs at least 10.

The authors believe carbohydrates cause blood sugar levels to rise and crank up insulin production, which promotes fat storage.

The author's view of insulin's role is overly simplistic. In reality, the body does produce insulin in response to rises in blood sugar, but insulin promotes fat storage only when a person consumes excess calories. There is no scientific basis for the *Sugar Busters!* insulin weight-loss theory. Many experts argue that obesity leads to excessive insulin production, independent of carbohydrate consumption.

The authors demonstrate questionable research methods stating, "With our approach, many individuals already have experienced significant weight loss and reduction in cholesterol (an average of approximately 15 percent) as well as improvement in performance, which is so vital to everyone's success. In addition, many diabetics have been successful in achieving much better regulation of their blood sugar levels."

No success-rate data or case studies of the authors' followers are published anywhere in their book or in a scientific journal. If a reader calls the phone number at the back of the book, he or she must leave a message.

How They Compare

Eating Plan	Premise	Author's Background	Dietary Recommendations	Caloric Guidelines	Missing Nutrients	Negative Health Implications	Validity
Food Guide Pyramid	One component of an overall lifestyle that includes nutrition and physical activity, the Pyramid has a foundation of grain foods, and works through all food groups, including fruits and vegetables, meat and protein, dairy foods and sweets/fats.	USDA and Health and Human Services dietitians and nutritionists developed the Food Guide Pyramid, and a panel of health experts reviewed the plan.	60% Carbohydrate 30% Fat 10% Protein	1,600-2,800; Depends on an individual's gender and activity level.	None, if the Pyramid is used consistently.	None, if the Pyramid is used consistently.	Scientific studies have proven that the most effective weight-loss program balances a healthful eating plan with regular physical activity. To maintain weight loss, lose no more than one or two pounds a week.
Sugar Busters!	Recommends eliminating sugar from the diet. The authors claim sugar is toxic to the body, causing the body to release insulin and store excess sugar as body fat.	The authors are a corporate CEO and three medical doctors.	No firm guidelines, but authors recommend 30-35% of the diet consist of carbohydrates from a limited selection of food, leaving the rest to protein and fat.	800-1,200	Carbohydrates Vitamins Minerals	Long-term implications may include kidney and liver damage; short-term implications may include fatigue, weakness and irritability.	*Sugar Busters!* is supported by testimonials and anecdotal claims. Its validity is based on opinions, not proven scientific facts.
Enter the Zone	A throwback to the '60s and '70s high-protein, low-carbohydrate diets, *The Zone* follows rigid, obscure rules, such as eating in "macronutrient blocks."	Author Barry Sears has a Ph.D. in biochemistry and no formal nutrition training.	40% Carbohydrate 30% Protein 30% Fat	800-1,200	Carbohydrates Vitamins Minerals	In addition to health problems associated with nutrient deficiencies and lack of carbohydrates, the strict format may take the pleasure out of eating. A high protein and usually high fat diet often leads to coronary heart disease.	*Enter The Zone* has not been validated scientifically and is supported by testimonials and poorly conducted studies.
Protein Power	A high protein, low-carbohydrate diet, the book claims the human body has no physical need for carbohydrates; therefore, they should be severely limited.	Authors Michael and Mary Eades are medical doctors with no formal nutrition backgrounds.	15-35% Carbohydrate 30-45% Protein 30-50% Fat	No caloric guidelines are provided, but the book warns against letting calories fall below 850-1,000 calories per day.	Carbohydrates Vitamins Minerals	The *Protein Power* diet is very low in carbohydrates and extremely high in total fat. The effects of a high-fat diet may include increased risk for coronary heart disease, high cholesterol and other health problems.	The authors claim success through testimonial anecdotes and book sales. No scientifically validated studies suggest that the *Protein Power* diet works.
Dr. Bob Arnot's Revolutionary Weight Control Program	The book says foods are drugs: Some foods make you feel good and others make you feel bad. Refined carbohydrates are described as the food equivalent of "crack" and one of the biggest contributors to weight gain.	Author Bob Arnot is a medical doctor, but admits he is not a weight-loss specialist.	55-65% Carbohydrate (limited food selection) 20-25% Protein 15-20% Fat	No caloric guidelines are provided.	Carbohydrates Vitamins Minerals	This diet may take a psychological toll on its followers. Labeling foods "good" and "bad" may make someone feel like a bad person when they eat a "bad" food.	Arnot's theory lacks supporting scientific studies. His "validation" for his book comes "from my producers at work, scientific colleagues, 100,000 readers of *Turning Back the Clock*, to my wife, children and friends."

Guest Column

Break through the nutrition clutter:
Simply add your byline to this nutrition article and submit to your local publication or newsletter to help set the nutrition record straight.

Take the Punch Out of High-protein Diets

If you're like many American adults, you're on a diet right now – and odds are it's a high-protein diet.

Do the results that these diets promise sound too good to be true? Trust your instincts if the answer is yes. Many high-protein diet books lack sound research to support their claims, and the proponents of these books often have no nutrition expertise.

So why do some people swear by high-protein diets and actually shed a few pounds temporarily? The key word here is temporarily. High-protein diets work *temporarily* because caloric intake is limited to 800 to 1,200 calories a day – not enough to meet the average adult's nutrition needs. Because it's impossible to maintain such a restrictive diet over the long haul, high-protein diet groupies tend to slip back into poor eating habits.

Supporters of high-protein diets also claim – without any supporting scientific evidence – that carbohydrates increase muscle fatigue, decrease mental alertness, stimulate the appetite and are addictive. In reality, the opposite is true.

Scientific studies prove that carbohydrates are the body's primary fuel for activity and the only fuel for the brain. That's why the Food Guide Pyramid, recognized by nutrition authorities for its emphasis on a balanced eating plan, showcases carbohydrate-rich grain foods as the base for all meals. Complex carbohydrates, such as bread, pasta, cereal and tortillas, help jump-start your metabolism and allow your body to burn calories more efficiently. When this happens, some people may become hungry between meals and mistakenly think they're having carbohydrate cravings. In fact, because the body is burning its fuel more efficiently, it may be necessary to eat five or six smaller meals throughout the day rather than three big meals to keep stoking your fire.

If high-protein diets are not the solution to weight loss, then where should you turn? The answer is to go back to the simple, three-step plan that has stood the test of time. Nutrition experts agree that to maintain a healthy weight over the long term, you should:

- Decrease total calorie consumption. Choose lower-fat versions of your favorite meals and eat only until you don't feel hungry – *not* until you feel full.
- Increase the calories you burn through physical activity. Spend 10 minutes three times a day taking the stairs, walking or integrating other physical activity.
- Adopt a balanced, low-fat, high-carbohydrate eating plan based on the Food Guide Pyramid. Eat six to 11 servings of grain foods and three to five servings of fruits and vegetables a day. Follow the Pyramid's guidelines for the other food groups.

E

P

Teaching Tools

Teach your clients and students the myths behind fad diets and how to make sense of nutrition confusion with a ready-made PowerPoint presentation.

For a complete version of the "Setting the Record Straight" PowerPoint presentation, visit the Wheat Foods Council Web site at: http://www.wheatfoods.org.

The web site PowerPoint is a downloadable, reproducible version that you can personalize for your clients and students.

Follow these four easy steps:

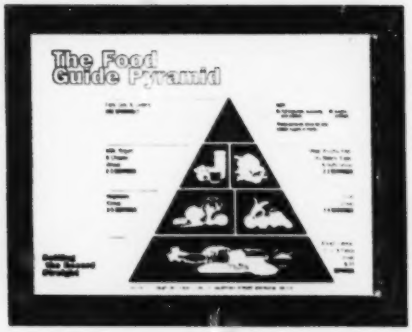
1 Log onto the Wheat Foods Council's URL at http://www.wheatfoods.org.

2 Click on the "Set the Record Straight" coalition area at the home page.

3 Look for the PowerPoint presentation, titled "Setting the Record Straight: A Look at Nutrition Confusion."

4 Follow the steps for downloading the presentation onto your computer.

How to Recognize a Fad Diet
Say no to diets that advocate:
· magic or miracle foods
· rapid weight loss
· no exercise
· bizarre quantities
· specific food combinations
· rigid menus



For additional instructions, please contact:
Nabeeha M. Kazi, at (816) 474-9407, ext. 264.

BEST COPY AVAILABLE

Wheat Foods
COUNCIL

Wheat Foods Council
10841 S. Crossroads Drive, Suite 105
Parker, CO 80134
Telephone: 303/840-8787
Fax: 303/840-6877
Web Site: www.wheatfoods.org
e-mail: wfc@wheatfoods.org

BEST COPY AVAILABLE